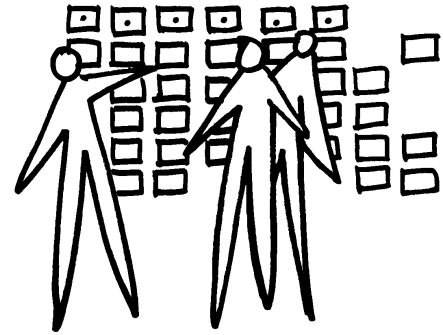


CHAPTER 2

GOALS



The Goal Setting Process

Before a physical land plan and thoroughfare network can be projected, the City must determine its goals. Goals are qualitative statements regarding the City's vision for its own future. In some cases, goal statements may be very broad. Other goal statements may be more focused on a particular component or aspect of the City.

Supporting the goal statements are objectives. These are typically more quantifiable statements that indicate how a particular goal will be achieved or implemented. Both goals and objectives are included in this Chapter.

There are a variety of means to gather public input for the development of project goals. The City opted to utilize the dual method of one-on-one stakeholder interviews and development of draft goals and objectives through CPAC.

Stakeholder Interviews

In late March and early April 1999, a series of interviews were conducted with key stakeholders in Frisco. Most of these were one-on-one interviews conducted by the consultants and City staff. In some cases, small group sessions (4 to 5 individuals) were also conducted. The City identified 60 individuals to be interviewed and 40 invited stakeholders actually took part.

To encourage an uninhibited flow of information, stakeholders were interviewed with the stipulation that individual comments or observations would not be attributed to a particular individual. The stakeholders interviewed represented the following interests:

- Elected and appointed officials (Council and P&Z Commissioners)
- Homeowners and residents
- Business owners
- Developers and land owners
- Frisco Economic Development Corporation
- Key City staff and Department directors
- Non-profit organizations (churches, Heritage Foundation, etc.)
- Education (school district, Collin County Community College)
- Collin County
- Newspaper
- Utility providers

Goals are qualitative statements regarding the City's vision for its own future.



(Photo by the PGAL Planning Group)

Even with a diverse set of interests represented in the stakeholder group, several common themes emerged through the interviews (summarized in no order of priority):

- **Quality of Future Growth and Sense of Identity**

There is a strong desire for Frisco to have a high-quality community as it develops. Stakeholders were adamant in their desire to be distinctive from the surrounding communities.

- **Downtown Preservation and Development**

Frisco has successfully maintained a historic downtown that has experienced several periods of redevelopment. At the time of this project, the buildings on the block that houses several City departments were being rehabilitated and renovated.

Stakeholders recognized the importance of Downtown as a link to Frisco's heritage, but also that the Downtown is in need of repair and reinvestment.

- **Diversity of Residential Developments**

Much of Frisco's recent growth has been in the residential sector. Stakeholders voiced a desire to have a variety of housing types for existing and future residents. A variety of housing allows a wide range of income levels to live in Frisco. This is important to expanding existing businesses (and attracting new ones) in order to provide local housing options for all levels of employees,

- **Apartment Location and Density**

Much of Frisco's current apartment zoning was granted in the 1980s and 1990s in a different real estate climate. Today, stakeholders are concerned about the location and size of apartment developments and do not want to repeat the mistakes of the past encountered by other communities. At the same time, developers who have this zoning on their property do not want to be financially impacted by a change in zoning.

- **Thoroughfares and Traffic Patterns**

At present, Frisco is experiencing traffic congestion due to the ongoing Preston Road construction and the rapid residential growth experienced since 1990. New thoroughfares are being built, but north/south traffic is relatively restricted to a few roadways, but only FM 423, Preston Road, and Custer Road currently provide complete north/south connections. Similarly, east/west traffic movements are restricted to US Highway 380, FM 720, and SH 121.

- **Open Space Preservation**

Stakeholders understand the need to preserve land for parks, trails, and passive outdoor enjoyment. Areas for preservation should be identified as part of the planning process, not developed because they are marginal or "left-over" parcels.

- **North Dallas Jetport**

There was no consensus regarding the North Dallas Jetport, but almost all stakeholders agreed that some resolution must be reached on this issue. The site needs to be developed, either as an airport as currently designed, or as another type of use.



- **Growth Management**
Stakeholders expressed the desire for Frisco to take an active role in its future growth, rather than simply reacting to it.
- **Image of the City**
There is a desire to use major entry points and corridors such as SH 121 and the Tollway as opportunities to exhibit Frisco's image. Developments such as the new mall, Frisco Bridges, and the Westin Hotel were detailed as desirable development models.
- **Community Facilities**
As the City grows, it will need to provide additional community facilities. These will include additional fire stations (placed within required response-time radii), a municipal complex, new City library, a new police and criminal justice center, and other facilities which are currently not within Frisco (museum, convention center, etc.). Community facilities also impact on the ability to maintain Frisco as a safe and secure community.
- **Create a Cohesive Community**
As Frisco grows, there is a desire to not create an "East Frisco" versus "West Frisco" atmosphere. The City should be cohesive, with equal access to all amenities regardless of location within the City.

Overall, the key items discussed by the stakeholders involved apartments, traffic, Downtown, the City's image, and the airport.

CPAC/Public Input Process

Before developing a set of draft goals and objectives, the consultants conducted a "brainstorming" session with CPAC at their May 1999 meeting. As a result of that effort, twelve goal "themes" were defined:

- Community identity
- Residential neighborhoods
- Apartments
- Retail development
- Industrial development
- Corporate development
- Downtown
- Open space and parks
- Community facilities
- Thoroughfares
- Airport
- Significant corridors

The consultants developed a series of draft goals and objectives based on these goal "themes". CPAC reviewed and revised these during their June and July 1999 meetings. Public input was encouraged at all CPAC meetings, and a separate community workshop was conducted on 22 July 1999 to gather additional input. CPAC finalized their comments at their August 1999 meeting and forwarded the draft goals and objectives to the P&Z Commission and the City Council for review and adoption.



After additional modifications, City Council approved the goals and objectives on 7 September 1999. The approved goals and objectives are presented in this Chapter.

Community Identity Goals and Objectives

It is important that Frisco preserve and enhance its image while it continues to grow. The following goals and associated objectives further these interests.

Goal #CI-1 – Quality of Life

Frisco should maintain an image as a community that provides a high quality of life.

Objective CI-1.1 (Low-scale development)

Development should generally be low-scale (1 to 2 stories) with the exception of major corridors such as the Dallas North Tollway, Preston Road, SH 121, and US Highway 380.

Objective CI-1.2 (Gateways)

“Identity” gateway treatments should be established at entry points to the City, including SH 121, Preston Road, Dallas North Tollway, US Highway 380, FM 423, Custer Road/FM 2478, FM 720, Hillcrest Road, Independence Parkway, Legacy Drive, and Coit Road.

Goal #CI-2 – Image

The image of Frisco should be that of a unique “town”, as opposed to a typical city or suburb.

Objective CI-2.1 (Village centers)

Frisco should encourage the development of multiple town/village centers to serve development generally within a 1-mile radius.

Objective CI-2.2 (Diverse neighborhoods)

Frisco should encourage neighborhoods to contain a mix of residential types and appropriate supporting non-residential uses.

Objective CI-2.3 (Open space)

Open space should be preserved for recreation, enjoyment, visual aesthetics, and as a reminder of the City’s agricultural heritage.

Objective CI-2.4 (Connected neighborhoods)

Neighborhoods should be linked together by various physical connections including streets, pathways, sidewalks, creek corridors, and greenbelts.

Goal #CI-3 – Size

Frisco should grow to an approximate population of 200,000 to 300,000 persons when fully developed. Growth should follow market trends, but full development should not occur before 2020.

Objective CI-3.1 (Monitoring)

Annual growth rates should be monitored.

Objective CI-3.2 (Incremental population)

Appropriate incremental population growth estimates should be projected for 2005 (65,000 persons), 2010 (125,000 persons), 2015 (187,500 persons), and 2020 (250,000 persons).

Objective CI-3.3 (Orderly development)

If the City’s growth rate exceeds the population projections, the City should apply appropriate means to assure the orderly development of the City.

Residential Neighborhood Goals and Objectives

One of the key features of Frisco's development will be is residential neighborhoods. The following goals and objectives are designed to promote the value, safety, security, and cohesiveness of existing and future neighborhoods.

Objective R-1.1 (Fire protection)

As the City grows, Frisco should develop fire substations to serve neighborhoods within a 1½ mile radius or appropriate response time as suggested by ISO guidelines.

Objective R-1.2 (Neighborhood protection)

The City of Frisco should implement the *Frisco Millennium Plan* to protect existing and future neighborhoods.

Objective R-1.3 (Public safety)

The City should maintain an adequate number of police officers and firefighters based on population levels and appropriate service level equations.

Goal #R-1 – Safety & Security

Frisco should take all appropriate measures to promote the safety, security, and cohesiveness of neighborhoods.

Objective R- 2.1 (Plan implementation)

The City should implement the *Frisco Millennium Plan* and the *Frisco Park Plan* so as to ensure that linkages are promoted as development occurs.

Objective R-2.2 (Floodplains)

New development should not reclaim land within the 100-year floodplain. Whenever appropriate, the City may consider future reclamation proposals if they are appropriate for Frisco and if they do not increase downstream runoff.

Objective R-2.3 (Creeks)

New development near creeks should leave them as natural amenities, rather than channelizing them. Whenever appropriate, the City may consider future creek developments if appropriately mitigated and designed.

Objective R-2.4 (Sidewalks)

Sidewalks, following a meandering alignment where possible and appropriate, should be included in all thoroughfare cross-section designs.

Objective R-2.5 (Linkages between neighborhoods)

Whenever appropriate, future residential subdivisions should encourage pedestrian and vehicular linkages with adjacent existing and future subdivisions.

Goal #R-2 – Connections

Neighborhoods should be linked together by a series of pedestrian and bicycle pathways, using existing and proposed streets, creek corridors, floodplains, and existing and future parks.



Goal #R-3 – Diversity

Neighborhoods should include a mixture of residential types and supporting non-residential uses, including schools, parks, community facilities, and small neighborhood-oriented centers.

Objective R-3.1 (Diverse housing types)

Neighborhoods may include residential homes of varying densities, from large-lot estate homes to small zero-lot-line homes. This mixture may also include appropriately sized and designed apartment developments.

Objective R-3.2 (Neighborhood center)

Neighborhoods should include a “neighborhood center” which generally serves a 1-mile radius area, or within a 5 to 10-minute walking radius.

Objective R-3.3 (Uses in neighborhood centers)

“Neighborhood centers” should include a variety of non-residential uses, including but not limited to parks, schools, churches, fire stations, community centers, etc. Retail is an optional component in a “neighborhood center”, but is not required. If included, retail uses should not exceed a total of 25,000 leasable square feet. A “neighborhood center” should not exceed 30 acres in size and in most cases should be less than 30 acres.

Objective R-3.4 (Access)

“Neighborhood centers” should be served by at least one collector street or minor arterial. “Neighborhood centers” should not be located on a principal arterial, highway, or tollway.

Goal #R-4 – Transitions

Transitions should be made between various residential and non-residential uses which protect and enhance residential neighborhoods.

Objective R- 4.1 (Buffers between different uses)

Whenever feasible, transitions between residential and non-residential uses should be accommodated through landscape buffers, setbacks, or hike and bike trails. In most cases, thoroughfares should be avoided as transitions unless they are specifically designed to act in this manner.

Objective R-4.2 (Buffers between residential uses)

Whenever feasible, if two adjacent residential densities vary significantly, a landscape buffer should be required between the two. The landscape buffer may also be part of a linear park, greenbelt, hike and bike trail, or creekway corridor. In most cases, thoroughfares should be avoided as transitions unless they are specifically designed to act in this manner.

Goal #R-5 – Planned Developments

The “planned development” (PD) designation should be used for the purpose of master planning new developments, rather than being used to obtain variances and waivers from development requirements.

Objective R-5.1 (Size)

Future developments should be a minimum of 25 acres in order to be eligible for the “planned development” designation. “Planned development” status is to be requested by a developer at the time of zoning, platting, or re-platting.

Objective R-5.2 (Time)

If “planned development” designation is granted to any future development and if no activity occurs for a period of 3 years on the site, the zoning could revert back to the previous zoning designation if approved by the P&Z Commission and City Council.

Apartment Goals and Objectives

The City of Frisco recognizes the need for all housing types and affordability levels, including leased residential (apartments, duplexes, etc.). To ensure that these developments are appropriately served by thoroughfares and utilities, the following goals and objectives have been established.

Objective A-1.1 (Siting)

On any intersection, apartment developments should occupy no more than two corners, ideally on opposing corners. Future apartment developments should only be located at major intersections (arterials and higher), not mid-block. Vertically-mixed developments (residential and non-residential uses within the same structure) should be allowed to occupy up to 100% of such intersections.

(Note: As part of the adoption process, City Council revised this goal to allow no more than one apartment development at each major intersection.)

Objective A-1.2 (Size)

The City of Frisco should require that any single apartment development not exceed 350 apartments or 20 acres, whichever is greater.

Objective A-1.3 (Open space)

Future apartment developments should include 25% of the development as open space.

Objective A-1.4 (Height)

Future apartment developments should not exceed three stories in height. Three story apartment buildings are to be located in the site's interior, buffered by 2-story buildings which are oriented to a public street and towards residentially-zoned and/or residentially-developed property.

Goal #A-1 – Vertically-Mixed Apartments

Where appropriate, apartment residential should be allowed on the second and third stories of a development, with retail, commercial, or office uses on the ground level.

Objective A-2.1 (Orientation)

Where vertically-mixed developments are allowed (residential and non-residential in the same structure), they are to front directly onto collector streets, or minor/principal arterials. Vertically-mixed developments should not be on interior neighborhood streets.

Objective A-2.2 (Setback and parking)

Vertically-mixed developments should be built with no front-yard setback and all parking provided to the rear and side of the structure.

Objective A-2.3 (Non-residential mix)

Vertically-mixed developments are to be composed of at least 30% of the leasable area to non-residential uses.

Goal #A-2 – Location

Future apartment developments should be decentralized and distributed as equitably as possible throughout Frisco.



Goal #A-3 – Design

Apartments should be more cohesively integrated into surrounding neighborhoods.

Objective A-3.1 (Context)

Apartment developments should be designed in conjunction with surrounding architecture and context. Two-story apartment buildings should be oriented closer to the street, with resident parking provided to the side or rear of buildings. Berms, landscaping, and street trees should be used to buffer these structures at the street edge.

Objective A-3.2 (Buffering)

Apartment developments should be built without perimeter fences or gates. Buffering between neighboring adjacent residential uses should be accommodated with open space, parking, landscaping, or side/rear yard setbacks.

Objective A-3.3 (Access)

Apartment developments are to be served by a collector street or a minor/principal arterial. Apartment developments should not be located in neighborhood interiors and should not be served by residential streets.

Objective A-3.4 (Pedestrian access)

Apartment developments should accommodate all planned pedestrian and bicycle paths. These linkages should connect with adjacent neighborhoods.

Objective A-3.5 (Garage apartments)

Garage apartments should be allowed as part of a single-family residence on a limited basis. No more than one garage apartment should be allowed per home and each garage apartment should not exceed 1,000 square feet in area. Additional off-street parking would be required to accommodate the garage apartment.

Objective A-3.6 (Design guidelines)

City staff in conjunction with citizens and apartment developers should develop a set of design and architectural guidelines for the review and approval of all future apartment developments.

Retail Development Goals and Objectives

As Frisco grows, it will need to provide retail goods and services for local residents and other businesses. As the region and surrounding area also grows, there will be opportunities to target retail markets outside the City limits. The following goals and objectives are design with this in mind.

Goal #RD-1 – Retail Types

Frisco should have a range of retail development sizes.

Objective RD-1.1 (Regional)

“Major retail” developments (greater than 100,000 leasable square feet, or greater than 25 acres) should be limited to principal arterials.



Objective RD-1.2 (Local)

“Local retail” developments (between 25,001 to 99,999 leasable square feet, or between 10 to 25 acres) should be limited to minor arterials. “Local retail” developments should be developed at major intersections (no mid-block development) and occupy no more than two corners of the intersection. If part of a mixed-use development, “local retail” developments may be as large as 50 acres and may occupy more than two corners.

Objective RD-1.3 (Downtown)

Retail development in the Downtown district should be guided by a specific set of design guidelines intended to enhance and promote the historic nature of Downtown Frisco.

Objective RD-2.1 (Parking)

All retail developments should comply with the parking requirements as specified by the City of Frisco.

Objective RD-2.2 (Adjacent connections)

All retail developments should be designed to allow direct access (vehicular, pedestrian, and bicycle) from residential developments adjacent to the retail site.

Goal #RD-2 – Accessibility

Retail developments should be accessible by a variety of modes.

Objective RD-3.1 (Design review)

The architectural design of all retail developments should be subject to review and approval by the City of Frisco. Standard “franchise architecture” should be discouraged in favor of designs which reflect the character the City.

Objective RD-3.2 (Overlay districts)

Major non-residential corridors – Preston Road, SH 121, the Dallas North Tollway, US Highway 380, etc. – should have special overlay districts coordinating the development of each corridor in concert with the *Frisco Millennium Plan*.

Objective RD-3.3 (Open space)

Retail developments in excess of 25,000 leasable square feet should include 25% of the site dedicated to open space and landscaping.

Objective RD-3.4 (Siting)

Retail developments in excess of 25,000 leasable square feet should be oriented closer to the street with parking lot areas being provided in smaller clusters located at the front, side, and rear of the building. Limited head-in parking should be provided in the retail development’s “front yards” and it should be screened by landscaping.

Objective RD-3.5 (Design guidelines)

City staff in conjunction with citizens and retail developers should develop a set of design and architectural guidelines for the review and approval of all future retail developments. Whenever feasible, future retail developments should avoid traditional “linear retail/strip center” designs in favor of courts, plazas, articulated buildings, and other similar layouts. Concept plans for future retail developments should be reviewed by City staff for appropriateness of design.

Goal #RD-3 – Design

Retail developments should reflect the context and architectural character of Frisco.



Objective RD-3.6 (Views)

View and vista corridors should be preserved and maintained. Future retail developments should not obstruct views of significant natural features such as creekway corridors, mature tree stands, etc., and should take advantage of views and vistas for garden office, outdoor dining, plazas, and other similar designs.

Industrial Development Goals and Objectives

Creating a diverse employment base contributes to Frisco's ability to sustain itself in the future, both economically and as a full-service community. The development of new appropriate industrial uses – as well as the retention and enhancement of existing industries – is another key component in the City's future. The following goals and objectives address Frisco's industrial development.

Goal #I-1 – Industrial Growth

Frisco should encourage appropriate industrial development within the City limits.

Objective I-1.1 (Types)

All future industrial developments should be appropriate for the City of Frisco. Preferred development should include high-tech, telecommunications, research & development, warehousing/show-rooms/distribution, and other similar clean industries.

Objective I-1.2 (Access and locations)

Industrial developments should take advantage of access along the Burlington Northern/Santa Fe rail line and truck access along US Highway 380. Corridors that are important to the City's image – the Dallas North Tollway, SH 121, and Preston Road for example – may include industrial developments but these will be subject to additional design requirements to assure that the visual integrity of the corridor is maintained.

Goal #I-2 – Industrial Growth

Industrial developments in Frisco should respect the City's context and character.

Objective I-2.1 (Pedestrian access)

Industrial developments should accommodate proposed pedestrian and bicycle pathways.

Objective I-2.2 (Location)

Industrial developments should be located so that they are accessible by principal arterials. No industrial-oriented traffic should be allowed on minor arterials, collector streets, or residential streets which serve residential areas.

Objective I-2.3 (Building materials)

Industrial developments should be concrete, tilt-wall, masonry, brick, CMU, or other similar material.

Objective I-2.4 (Supporting uses)

Industrial areas may include supporting office, commercial, and retail uses; however, no residential developments should be allowed within an industrial zone.

Objective I-2.5 (Design guidelines)

City staff in conjunction with citizens and industrial developers should develop a set of design and architectural guidelines for the review and approval of all future industrial developments.



Corporate Development Goals and Objectives

Corporate and office development will also contribute to Frisco's economy and tax base. It is ideally located in close proximity to other corporate developments and has excellent regional access via several major highways. The following details Frisco's goals and objectives regarding corporate office development.

Objective CD-1.1 (Location)

Future significant office/corporate developments are to be encouraged along the Dallas North Tollway and SH 121. Other office locations may be appropriate on Preston Road and US Highway 380 and should be considered as proposals are submitted.

Goal #CD-1 – Office Growth
Frisco should encourage appropriate low density, campus-style office/corporate development within the City limits.

Objective CD-1.2 (Pedestrian access)

Office/corporate developments should accommodate proposed pedestrian and bicycle pathways.

Objective CD-1.3 (Thoroughfare access)

Office/corporate developments should be located so that they are accessible by minor and principal arterials. No office-oriented traffic should be allowed on collector streets or residential streets.

Objective CD-1.4 (Building materials)

Office/corporate developments should be masonry, concrete, brick, tilt-wall, CMU, or other similar material.

Objective CD-1.5 (Supporting uses)

Office/corporate areas may include supporting commercial and retail uses; however, no residential developments should be allowed within an office/corporate zone.

Objective CD-1.6 (Parking)

Whenever possible, parking for office/corporate uses should be buffered by landscaping or decentralized into smaller parking clusters which are linked by open space and landscaping.

Objective CD-1.7 (Design guidelines)

City staff in conjunction with citizens and office developers should develop a set of design and architectural guidelines for the review and approval of all future office/corporate developments.

Objective CD-2.1 (Available housing)

In order to provide for employees of existing and future businesses (office, retail, industrial, etc.), a range of housing types for all income levels should be available within the City of Frisco.

Objective CD-2.2 (Supporting uses)

Office/corporate campuses should be served by nearby parks, retail, restaurants, services, and other supporting uses.

Goal #CD-2 – Supporting Uses
Frisco should provide the supporting land uses necessary to attract, maintain, and promote office/corporate development.

Objective CD-2.3 (Curricular coordination)

The City of Frisco should work in coordination with the Collin County Community College to develop programs which serve the needs of existing and future employers.



Downtown Goals and Objectives

One of Frisco's most unique features is its Historic Downtown. Many period buildings have been maintained and restored over the decades and this area has become the most visible connection with the City's past. The following goals and objectives promote the continued restoration and development of Downtown Frisco.

Goal #D-1 – Downtown Development

Frisco should promote the development of its Historic Downtown.

Objective D-1.1 (City Hall)

The future municipal complex (City Hall, police, central library, etc.) should be maintained in the Historic Downtown district.

Objective D-1.2 (Image and emphasis)

The image and emphasis of the Historic Downtown district should be extended to the Dallas North Tollway to the west and to Preston Road to the east. The Historic Downtown district should also be extended to McKinney Road to the north and Hickory Street to the south.

Objective D-1.3 (Diverse uses)

The Historic Downtown district should include a variety of uses including residential, second-level residential above retail, retail, office, restaurants, cultural facilities (museums, theaters, etc.), and parks.

Objective D-1.4 (Design guidelines)

City staff in conjunction with citizens and the Downtown Merchants Association should develop a set of design and architectural guidelines for the review and approval of all future downtown developments and renovations.

Goal #D-2 – Downtown Plan

The City of Frisco should continue to implement the Historic Downtown plan.

Objective D-2.1 (Design)

Future development should comply with the design requirements of the Historic Downtown plan.

Objective D-2.2 (Residential redevelopment)

Residential redevelopment of older homes should be encouraged provided it is within the design parameters of the Historic Downtown plan, and that it preserves and protects residential neighborhoods.

Objective D-2.3 (Vacant land)

Underutilized or vacant parcels should be developed to create a cohesive downtown core.

Objective D-2.4 (FM 720/Main Street)

FM 720/Main Street should remain a two-way, two-lane street through Historic Downtown.

Objective D-2.5 (Parking)

Designated parking areas should be located so individual buildings will not be required to provide off-street parking on-site.



Open Space and Park Goals and Objectives

The following goals and objectives promote the integration of park and open space uses in the *Frisco Millennium Plan*.

Objective OS-1.1 (Identification of future parks)

As part of the *Frisco Park Plan*, recreational uses should be identified in the *Frisco Millennium Plan*, including active and passive parks.

Objective OS-1.2 (Community parks)

Large community parks (100 acres or more) should be identified in general locations and be preserved for future development as parkland.

Objective OS-1.3 (Natural corridors)

Significant natural corridors should be identified for preservation and protection.

Objective OS-1.4 (Park visibility)

Whenever feasible, park and open space areas should be visible from adjacent streets, regardless of functional classification.

Objective OS-1.5 (Useful land)

Park and open space lands should be on usable, accessible land, not “left-over” or unusable parcels.

Objective OS-1.6 (Stormwater management)

City staff should develop a *Storm Water Management Plan* to protect against inundation from stormwater runoff. Open space easements and corridors for preservation should be defined and located as part of this *Plan*.

Goal #OS-1 – Open Space Preservation

Frisco should preserve open space for recreation and aesthetic uses.

Objective OS-2.1 (Schools)

The City of Frisco should work with the various Independent School Districts to co-develop neighborhood parks with elementary, middle, junior high, and high schools.

Objective OS-2.2 (Fire stations)

The City of Frisco should coordinate park siting and development with the location of projected fire substations.

Objective OS-2.3 (Other developments)

The City of Frisco should consider park co-development with other types of developments, including churches, post offices, small retail centers, and community centers.

Goal #OS-2 – Co-Development

Whenever feasible, parks should be developed in conjunction with other community facilities.

Objective OS-3.1 (Neighborhood connections)

Parks should be sited to create and enhance linkages between neighborhoods.

Objective OS-3.2 (Natural parks)

Parks may be natural/native areas with no structures or playing fields.

Objective OS-3.2 (Public safety)

Parks should be designed in such a way as to enhance public safety through visibility, lighting, and landscaping.

Goal #OS-3 – Connectivity

Parks should be sited as to connect with pedestrian pathways, bicycle trails, and creekway corridors.



Community Facility Goals and Objectives

In addition to new development, the City will require various community-oriented facilities, as expressed by the following goals and objectives.

Goal #CF-1 – Community Facilities

The City of Frisco should promote a variety of community facilities.

Objective CF-1.1 (City Hall)

The City of Frisco should develop a municipal complex located within the Historic Downtown district to include a new City Hall and a police/justice center. In conjunction with the municipal complex, other facilities may also include a new central City library, a community center for all ages, convention center, and/or cultural facilities (museum, performing arts center, etc.).

Objective CF-1.2 (Fire substations)

The City of Frisco should develop fire substations to serve neighborhoods within a 1½ mile radius or appropriate response time as suggested by ISO guidelines.

Objective CF-1.3 (Neighborhood centers)

“Neighborhood centers” should be limited to neighborhood interiors and be served by at least one collector street (or higher). “Neighborhood center” developments should be oriented to the street (no setback) and provide limited parking to the rear and side of the building (70% of standard parking requirement is recommended to encourage walking and cycling). “Neighborhood centers” may include a variety of uses (parks, schools, churches, fire stations, community centers, etc.), with retail uses being optional but not required. If included, retail uses not exceed a total of 25,000 leasable square feet in any single “neighborhood center”.

Goal #CF-2 – Other Facilities

The City of Frisco should encourage other community facilities to be developed by others.

Objective CF-2.1 (Convention center)

At some point in the future, a convention center may be considered appropriate to serve Frisco’s residents and businesses, as well as businesses in surrounding communities.

Objective CF-2.2 (Hospitals)

The City of Frisco should work with hospital developers to locate an appropriate number of full-service hospitals within the City. These should include trauma centers/emergent services, in-patient/out-patient facilities, medical office buildings/clinics, and parking facilities. Hospitals and medical facilities should be located for convenient and rapid access and should be limited to sites served by minor/principal arterials or highways.

Objective CF-2.3 (Houses of worship)

The City of Frisco should welcome the development of churches, synagogues, and houses of worship. Religious facilities that attract large congregations or have many associated buildings on-site should be located in appropriate areas so as to minimize impacts on adjacent neighborhoods.

Objective CF-2.4 (Superdrome)

Appropriate developments that capitalize upon the Superdrome should be considered, including sports centers, sports technology businesses, sports medicine clinics, training facilities, and other like uses.

**Objective CF-2.5 (2012 Olympics)**

The City of Frisco should coordinate with the City of Dallas regarding the 2012 Olympic Games bid to provide a venue for cycling events at the Superdome.

Objective CF-2.6 (University)

The City of Frisco should encourage the development of a four-year college or university.

Thoroughfare Goals and Objectives

In order for future development to be served, new roadways will be required. These new roadways should not minimize the potential for traffic congestion and should act as a framework that gives the City “form”. The following goals and objectives have been developed with this in mind.

Objective T-1.1 (Functional classification)

The City of Frisco should develop a functional classification system for the design of residential streets, collector streets, and minor and principal arterials. Highway design should be at the specifications of the Texas Department of Transportation (SH 121, FM 423, FM 720, SH 289/Preston Road, FM 2478, and US Highway 380), and the North Texas Tollway Authority (the Dallas North Tollway).

Goal #T-1 – Access Network

The City of Frisco should provide a variety of roadway classifications to serve local and through traffic (motorized, bicycle, and pedestrian).

Objective T-1.2 (Cut-through traffic)

The *Thoroughfare Plan* – a component of the *Frisco Millennium Plan* – should promote a street network that minimizes cut-through traffic in residential neighborhoods.

Objective T-1.3 (Design)

The *Thoroughfare Plan* should include aesthetic and visual elements such as landscaping, streetscaping, meandering sidewalks, and other similar features.

Objective T-2.1 (Coordinated traffic signals)

Signalized intersections along major corridors should be inter-linked by computer to promote improved traffic flow.

Objective T-2.2 (Dedicated turning lanes)

At principal intersections, dual left-turn and right-turn lanes should be considered where feasible.

Objective T-2.3 (Deceleration lanes)

At driveway access points for large developments, deceleration lanes should be considered where feasible.

Objective T-2.4 (Access between parking lots)

Parking lots of adjacent retail developments should allow access between properties without the need for traffic to enter the major fronting roadway.

Objective T-2.5 (Turning lanes)

Separate, distinct turning lanes should be of an appropriate length to accommodate turning traffic.

Goal #T-2 – Traffic Management

The City of Frisco should develop a network of thoroughfares that promotes the safe circulation and management of traffic within and throughout the City.



Objective T-2.6 (Loading docks)

Loading dock facilities should be sited to accommodate truck traffic safely and efficiently, and be screened from public view. Loading facilities should not be visible from any adjacent residential area.

Goal #T-3 – Structure & Form

The City of Frisco should develop a network of thoroughfares that provides a structural framework for the City and provides cohesiveness and linkage.

Objective T-3.1 (Gateways)

Opportunities for “identity” gateway treatments should be established at significant entry points into the City.

Objective T-3.2 (Benches and lighting)

Street furniture, including lighting and signage, should be coordinated to provide a distinctive image for the City.

Objective T-3.3 (Intersections)

Collector streets should intersect at approximate right-angles with minor/principal arterials and highways/frontage roads. Offset, jogged, or oblique angled intersections should not be permitted.

Objective T-3.4 (Traffic impact analysis)

City staff should develop a *Thoroughfare Standards Ordinance* that also specifies when a Traffic Impact Analysis may be required.

Airport Goals and Objectives

An important planning-related issue Frisco will decide in this process is how the North Dallas Jetport is integrated into the *Frisco Millennium Plan*. The planning process will determine how facility will be addressed; therefore the following goal and objectives have been developed.

Goal #AP-1 – Airport

The City of Frisco should consider various options for the North Dallas Jetport.

Objective AP-1.1 (Airport at present site)

In the process of developing alternatives for the *Land Use Plan*, the potential for developing the North Dallas Jetport as a full-service industrial airport at its present site should be studied.

Objective AP-1.2 (Airport at another site)

In the process of developing alternatives for the *Land Use Plan*, the potential for developing the North Dallas Jetport as a full-service industrial airport elsewhere in Frisco should be studied. (If relocated, the *Plan* should consider the potential for developing the existing site as a non-airport use.)

Objective AP-1.3 (Develop present site as non-airport use)

In the process of developing alternatives for the *Land Use Plan*, the potential for developing the North Dallas Jetport as an alternate non-airport use at its present site should be studied.

Significant Corridor Goals and Objectives

In addition to individual land developments, Frisco has several major corridors that are important to the City. The following goals and objectives recognize these important corridors and propose various approaches for their development.

Objective SC-1.1 (Character)

The character of the Preston Road Corridor should be predominantly retail, but will also allow for the development of office and limited residential. Future industrial, if developed on the Preston Road Corridor, should be subject to the design requirements of the *Preston Road Overlay District*.

Goal #SC-1 – Preston Road

Preston Road (SH 121 to US Highway 380) is considered to be a significant corridor important to the image and economy of the City of Frisco.

Objective SC-1.2 (Safety)

Traffic management and circulation along the Preston Road Corridor should emphasize safety and convenience.

Objective SC-1.3 (Driveways)

Driveway access points along the Preston Road Corridor should be controlled as to reduce traffic circulation problems. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the Preston Road Corridor, in conjunction with any requirements from the Texas Department of Transportation.

Objective SC-1.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided by the City of Frisco along the Preston Road Corridor.

Objective SC-1.5 (Overlay district)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff, all appropriate boards and commissions, and the requirements of the *Preston Road Overlay District*.

Objective SC-1.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the Preston Road Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-1.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail centers from the rear and side.

Objective SC-2.1 (Character)

The character of the SH 121 Corridor should be office and retail. Limited multifamily residential may be appropriate along portions of the SH 121 corridor, but future industrial is not anticipated.

Goal #SC-2 – SH 121

State Highway 121 (from The Colony to Custer Road) is considered to be a significant corridor important to the image and economy of the City of Frisco.

Objective SC-2.2 (Safety)

Traffic management and circulation along the SH 121 Corridor should emphasize safety and convenience.



Objective SC-2.3 (Driveways)

Driveway access points along the SH 121 Corridor are controlled by the requirements of the Texas Department of Transportation. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the SH 121 Corridor, in conjunction with any requirements from the Texas Department of Transportation.

Objective SC-2.4 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff and all appropriate boards and commissions.

Objective SC-2.5 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the SH 121 Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-2.6 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail centers from the rear and side.

Goal #SC-3 – Dallas North Tollway

The Dallas North Tollway (SH 121 to US Highway 380) is considered to be a significant corridor important to the image and economy of the City of Frisco.

Objective SC-3.1 (Character)

The character of the Dallas North Tollway Corridor should be predominantly office, but will also allow for the development of supporting retail and limited residential developments. Future apartment or industrial, if developed on the Dallas North Tollway Corridor, should be subject to review of the City of Frisco.

Objective SC-3.2 (Safety)

Traffic management and circulation along the Dallas North Tollway Corridor should emphasize safety and convenience.

Objective SC-3.3 (Driveways)

Driveway access points along the Dallas North Tollway are controlled by the requirements of the North Texas Tollway Authority. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the Dallas North Tollway, in conjunction with any requirements from the North Texas Tollway Authority.

Objective SC-3.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided by the City of Frisco along the frontage roads of the Dallas North Tollway.

Objective SC-3.5 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff and all appropriate boards and commissions.

Objective SC-3.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the Dallas North Tollway Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-3.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail and office centers from the rear and side.



Objective SC-4.1 (Character)

The character of the US Highway 380 Corridor should be predominantly warehouse/distribution and industrial, but will also allow for the development of supporting office and retail developments.

Objective SC-4.2 (Safety)

Traffic management and circulation along the US Highway 380 Corridor should emphasize safety and convenience.

Objective SC-4.3 (Driveways)

Driveway access points along the US Highway 380 Corridor are controlled by the requirements of the Texas Department of Transportation. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the US Highway 380 Corridor, in conjunction with any requirements from the Texas Department of Transportation.

Objective SC-4.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided along the US Highway 380 Corridor.

Objective SC-4.5 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff and all appropriate boards and commissions.

Objective SC-4.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the US Highway 380 Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-4.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail and office centers from the rear and side.

Goal #SC-4 – US Highway 380

US Highway 380 (FM 423 to Custer Road) is considered to be a significant corridor important to the image and economy of the City of Frisco.

Objective SC-5.1 (Character)

The character of the FM 720/Main Street Corridor should be split between the Historic Downtown district (Dallas North Tollway to Preston Road) and the remaining portions. The Historic Downtown district segment should be two-lanes, with the remaining segments being either four or six lanes. The character of the Historic Downtown district segment should be in conjunction with the Historic Downtown plan, while the character of the remaining segments should be predominantly residential with some supporting retail and office.

Objective SC-5.2 (Safety)

Traffic management and circulation along the FM 720/Main Street Corridor should emphasize safety and convenience.

Objective SC-5.3 (Driveways)

Driveway access points along the FM 720/Main Street Corridor are controlled by the requirements of the Texas Department of Transportation and the City of Frisco. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the FM 720/Main Street Corridor, in conjunction with any requirements from the Texas Department of Transportation.

Goal #SC-5 – FM 720/Main Street

FM 720/Main Street (FM 423 to Custer Road) is considered to be a significant corridor important to the image and economy of the City of Frisco.



Objective SC-5.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided by the City of Frisco along the FM 720/Main Street Corridor.

Objective SC-5.5 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff, all appropriate boards and commissions, and in conjunction with the Downtown Plan.

Objective SC-5.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the FM 720/Main Street Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-5.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail and office centers from the rear and side.

Goal #SC-6 – Custer Road

Custer Road (SH 121 to US Highway 380) is considered to be a significant corridor important to the image and economy of the City of Frisco.

Objective SC-6.1 (Character)

The character of the Custer Road Corridor should be predominantly residential, with some limited supporting retail and community facility developments. One or more “neighborhood centers” may be developed adjacent to Custer Road. No industrial developments should be allowed along the Custer Road Corridor.

Objective SC-6.2 (Safety)

Traffic management and circulation along the Custer Road Corridor should emphasize safety and convenience.

Objective SC-6.3 (Driveways)

Driveway access points along the Custer Road Corridor are controlled by the requirements of the City of Frisco. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the Custer Road Corridor.

Objective SC-6.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided by the City of Frisco along the Custer Road Corridor.

Objective SC-6.5 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff and all appropriate boards and commissions.

Objective SC-6.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the Custer Road Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-6.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail and office centers from the rear and side.

Objective SC-7.1 (Character)

The character of the FM 423 Corridor should be predominantly residential, with supporting retail and office developments, usually located at intersections.

Objective SC-7.2 (Safety)

Traffic management and circulation along the FM 423 Corridor should emphasize safety and convenience.

Objective SC-7.3 (Driveways)

Driveway access points along the FM 423 Corridor are controlled by the requirements of the Texas Department of Transportation and the City of Frisco. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along the FM 423 Corridor, in conjunction with any requirements from the Texas Department of Transportation.

Objective SC-7.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided by the City of Frisco along FM 423 Corridor.

Objective SC-7.5 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff and all appropriate boards and commissions.

Objective SC-7.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along the FM 423 Corridor. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-7.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail and office centers from the rear and side.

Goal #SC-7 – FM 423

FM 423 (from The Colony to US Highway 380) is considered to be a significant corridor important to the image and economy of the City of Frisco.

Objective SC-8.1 (Burlington Northern/Santa Fe)

The City of Frisco should consider development opportunities which capitalize upon the Burlington Northern/Santa Fe Railroad line, including the appropriateness of transit-oriented development and industrial uses.

Objective SC-8.2 (Safety)

Traffic management and circulation along significant corridors should emphasize safety and convenience.

Objective SC-8.3 (Driveways)

Driveway access points along significant corridors should be controlled by the City of Frisco. The City should develop a *Driveway Spacing Ordinance* that specifies driveway spacing guidelines along significant corridors.

Objective SC-8.4 (Supporting facilities)

Landscaped, meandering sidewalks, street trees, and coordinated street signage should be provided by the City of Frisco along these corridors.

Objective SC-8.5 (Design review)

Signage and architectural style should be subject to approval of City Council based on recommendations from City staff and all appropriate boards and commissions.

Goal #SC-8 – Other Corridors

Additional corridors should also be identified as being important to the image and economy of the City of Frisco.



Objective SC-8.6 (Underground utilities)

Utilities such as electrical and telecommunications should be located underground along these corridors. If underground burial is not feasible, utilities should be located in a rear easement.

Objective SC-8.7 (Adjacent access)

Adjacent residential neighborhoods should have direct access to retail and office centers from the rear and side.